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**IN THE SPECIFICATION**

Replace the paragraph on page 1, beginning on lines 2-11, with the following amended paragraph:

This application is a continuation-in-part of U.S. Application Serial Number 09/054,419, filed April 3, 1998, now U.S. Patent No. 6,463,585, entitled TARGETED ADVERTISEMENT USING TELEVISION DELIVERY SYSTEMS, which is a continuation-in-part of U.S. Application Serial Number 08/735,549, filed October 23, 1996, now U.S. Patent No. 6,738,978, entitled METHOD AND APPARATUS FOR TARGETED ADVERTISING, which is a continuation of U.S. Application Serial Number 08/160,280, filed December 2, 1993, entitled NETWORK CONTROLLER FOR CABLE TELEVISION DELIVERY SYSTEM, now U.S. Patent Number 5,600,364, which was a continuation-in-part of U.S. Application Serial Number 07/991,074, filed December 9, 1992, entitled REMOTE CONTROL FOR MENU DRIVEN SUBSCRIBER ACCESS TO TELEVISION PROGRAMMING.